

**Clean Car Education/ Marketing / Outreach  
Proposed Strategy for 2002 / 2003**

**Summary of Goals**

- 1) Participate in activities that teach young students about new vehicle technologies and the relationship between automobiles and air quality
- 2) Provide tools to teachers that teach kids about air quality and transportation.
- 3) Provide a simple, seamless information source for:
  - ? THE CAR BUYING PUBLIC to learn about clean cars, weigh lease/purchasing options and find out what vehicles and incentives are available.
  - ? AUTO DEALERS to get simple information about California incentives, processes and clean car benefits to accurately provide information to car buyers.
  - ? THE MEDIA to understand what's happening in the industry, why it's important, interesting angles to report on and tools to help them provide accurate information to the public.
  - ? POLICY MAKERS to understand that new vehicle technologies need supportive policy in order to be widespread and accepted in our society.
- 4) Foster an interest among younger generations in cleaner cars and new technologies that will have a large impact on their car buying choices for the future.
- 5) Dispel misperceptions about the clean car industry and re-position as:
  - ? the evolution of transportation
  - ? inevitable
  - ? reliable
  - ? performance comparable to ICE vehicles
  - ? easily adaptable into current lifestyles – without sacrifice
  - ? affordable with incentives – getting more affordable
  - ? rapidly evolving
  - ? clean cars deliver what conventional vehicles can't
  - ? solutions to environmental problems
  - ? energy independence
- 6) Educate the public about the link between transportation choices, human health and the environment and the benefits of moving toward cleaner vehicles.
- 7) Educate the public of their advanced technology, clean-air vehicle choices.
- 8) Ensure accurate information is available for all audiences.
- 9) Promote the purchase of electric and other advanced technology vehicles that are partial zero emission vehicles (PZEVs) or advanced technology PZEVs (AT PZEVs).

## **Education - Audiences and Marketing Strategy**

### **STUDENTS: Elementary, Junior High, High School**

#### **Messages:**

*“New vehicle technologies are important in ensuring a healthy future”*

- ? Advanced technology vehicles are:
  - ? the evolution of transportation
  - ? comparable to ICE vehicles in performance
  - ? rapidly evolving
  - ? a solutions to environmental problems
  - ? a big step towards energy independence
  - ? cool

#### **Goals**

- ? To teach kids about the environment and advanced vehicle technologies and options so that they become more conscientious consumers in the future. Plant the seed for future sustainability.

#### **Activities**

- ? Speak at and attend career fairs
- ? Attend/exhibit at National Science Teachers Association Conference and California Science Teachers Association Conference
- ? EVs for Education: provide EVs to public agencies to use in outreach and educational activities. This program is planned to continue through 2004
- ? Kids sporting promotions such as AYSO Soccer

#### **Materials**

- ? Working with Office of Education on Air Quality “Jeopardy Game” modeled after the Ventura County APCD “EV Quest” game
- ? Interactive, educational activities to teach students about air quality, the environment and clean transportation choices
- ? Should be complete by late June
- ? Available to local air districts, agencies participating in ev Loan program and teachers
- ? Develop resource kit for teachers

### **COLLEGE STUDENTS**

#### **Messages:**

*“New vehicle technologies are exciting and can mean new jobs and opportunities for your future”*

- ? Advanced technology vehicles are:
  - ? the evolution of transportation
  - ? reliable
  - ? comparable to ICE vehicles in performance

- ? easily adaptable into current lifestyles – without sacrifice
- ? affordable with incentives – getting more affordable
- ? rapidly evolving
- ? able to deliver what conventional vehicles can't
- ? a solution to environmental problems
- ? a big step towards energy independence
- ? Cool

### **Activities**

- ? Work with JCs to have classes for EV technicians
- ? ZEV College Tour - visit college campuses throughout CA with a clean car exhibit and ride and drives (more in outreach section)
- ? EVs for Education – providing colleges with EVs to use in classes

## **Outreach – Audiences\* and Marketing Strategy**

### **GENERAL PUBLIC**

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#### **Messages:**

*“They’re here now, are reliable, more affordable than you think, and can fit into your lifestyle”*

- ? Advanced technology vehicles are:
  - ? the evolution of transportation
  - ? inevitable
  - ? reliable
  - ? comparable to ICE vehicles in performance
  - ? easily adaptable into current lifestyles – without sacrifice
  - ? affordable with incentives – getting more affordable
  - ? rapidly evolving
  - ? able to deliver what conventional vehicles can't
  - ? a solution to environmental problems
  - ? a big step towards energy independence
  - ? less expensive to refuel
  - ? refueled from home, in some cases
  - ? fun to drive

#### **Public Relations / Media Pitch Ideas**

- ? Evolution of clean vehicles – how the industry is moving forward and how far we've come in technology
- ? Clean cars – deliver on the fundamentals (performance, cost, range, lifestyle, etc)
- ? Clean cars are available now and are more affordable than you think with lease/purchase incentives available
- ? Provide regulations in simple terms and explain how they drive the future car technologies
- ? Energy independence – how cleaner cars get us closer

- ? Our environment in 10, 20, 50 years – why we need to change the way we drive

### **Activities**

- ? Quarterly ride and drives at various/scheduled locations throughout California
- ? ZEVinfo.com revamp
  - ? Proposals received - April 22, 2002
  - ? Choose vendor - April 29, 2002
  - ? Contract in Place - May 15, 2002
  - ? Re-vamp complete – December 2002
- ? Kids sporting promotions such as AYSO Soccer (reaches kids and parents)
- ? Re-vamp Cleaner Car Buyer's Guide
- ? Participate in regional community events
- ? Participate in sporting events that have a health or clean air focus such as Race for the Cure, Danskin Triathlon, fun runs
- ? Participate in local parades and events including 4<sup>th</sup> of July parades

### **Materials**

- ? Incentives brochure with small kiosk
- ? Clean Car Information brochure with small kiosk
- ? Cleaner Car Buyer's Guide brochure

## **NEXT GENERATION CAR BUYERS**

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### **Messages:**

*"Get ready – they're fast becoming your transportation future"*

- ? Advanced technology vehicles are:
  - ? the evolution of transportation
  - ? reliable
  - ? comparable to ICE vehicles in performance
  - ? easily adaptable into current lifestyles – without sacrifice
  - ? affordable with incentives – getting more affordable
  - ? rapidly evolving
  - ? able to deliver what conventional vehicles can't
  - ? fun to drive

### **Activities**

- ? **College Outreach Campaign**
  - ? 12 colleges in California
  - ? Technology showcase – the future of transportation
  - ? Environmental awareness – today's choices affect future health
  - ? Ride & drives
  - ? Vehicle exhibits and promotions
  - ? College media promotions

## **Materials**

- ? Information Card/Brochure
- ? Survey

## **MEDIA**

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### **Messages:**

*"This industry is evolving fast – and there are a lot of interesting angles to report"*

- ? Advanced technology vehicles are:
  - ? the evolution of transportation
  - ? inevitable
  - ? reliable
  - ? performance comparable to ICE vehicles
  - ? easily adaptable into current lifestyles – without sacrifice
  - ? affordable with incentives – getting more affordable
  - ? rapidly evolving
  - ? able to deliver what conventional vehicles can't
  - ? a solution to environmental problems
  - ? a step towards energy independence
  - ? less expensive to refuel
  - ? fun to drive

### **Media Pitch**

- ? Press release launching online media kit
- ? Pitches to do a special section on the evolution of transportation

### **Activities/Materials**

- ? **Online Media Kit**
  - ? Story ideas
  - ? Downloadable graphics
  - ? Regulations (in simple terms and available for full review)
  - ? Speakers bureau
  - ? Available vehicles / incentives
  - ? Clean car benefits

## **CAR DEALERS**

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### **Messages:**

*"These new technologies are inevitable – be at the forefront and offer your customers more choices"*

- ? Advanced technology vehicles are:
  - ? the evolution of transportation
  - ? inevitable
  - ? reliable

- ? comparable to ICE vehicles in performance
- ? easily adaptable into customer's current lifestyles – without sacrifice
- ? affordable with incentives – getting more affordable
- ? rapidly evolving
- ? able to deliver what conventional vehicles can't
- ? fun to drive
- ? what customers want
- ? are not going away

### **Activities**

- ? Provide presentations at California motorcar dealers association field meetings starting in September 2002
- ? Attend/participate in dealer 20 groups

### **Materials**

- ? Dealer brochure with small kiosk

## **POLICY MAKERS**

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### **Messages:**

*"Clean cars are good for Californians and good policies should be implemented to support these technologies"*

- ? Advanced technology vehicles are:
  - ? the evolution of transportation
  - ? a solution to environmental problems
  - ? a big step towards energy independence
  - ? a tool for a positive public image

### **Activities**

- ? Support events that educate legislators and policy makers about clean car technologies
- ? Provide accurate information on the web site
- ? Provide EV loans to eligible policy makers

## **FLEETS**

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### **Messages:**

*"Advanced technology, clean cars can meet your fleet needs"*

- ? Advanced technology vehicles are:
  - ? the evolution of transportation
  - ? inevitable
  - ? reliable
  - ? performance comparable to ICE vehicles
  - ? meet many fleet needs – without sacrifice

- ? going to save you money in the long run
- ? provide solutions to fleet regulations and mandates
- ? have lower maintenance and refueling costs
- ? a tool for a positive public image

**Activities**

- ? Participate in fleet incentive outreach
- ? Attend and participate in fleet conferences in California

**Materials**

- ? Fleet resource kit
- ? Information on incentive programs and how to participate

\*Complete list of audiences identified by ZEV Outreach group is attached.

**Audiences Identified by  
ZEV Outreach Stakeholder Group  
at December 2001 Meeting**

**Schools**

- Elementary
- Junior high
- High school
- College
- Parents of school children

**College towns and communities**

**College campuses**

**Media**

- Road and Track
- Edmonds
- Car Point
- Kelley Blue Book
- Car and Driver
- EV Trade Press
- Auto Trade Press
- Morning radio
- Public radio
- Public TV
- General education
- Environmental writers

**Commuters**

**High tech. communities**

**Transportation Management Associations**

**Environmentalists**

**Fleets**

- Government
- Private
- Public
- Environmental Justice

**General public**

- Hybrid households
- High income
- Environmentalists
- Well Educated
- Environmental justice
- General public

**Dealerships**

- Dealer 20 groups
- Dealer Associations

**Opinion makers**

Celebrities

Mayors

Policy makers

Government

Disc jockeys

Church leaders

**Media advocacy**

Media board

Media council

**Local city government officials**

Transportation Managers

**New car buyers****High Priority Audiences**

- 1) Media
- 2) TMA/Commuters
- 3) Dealerships
- 4) Opinion makers